



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

---

In re Application of: Gregory	)	
McLaughlin	)	
	)	Examiner: Daniel Lastra
Application No.:10/617,508	)	
	)	Group Art Unit: 3622
Filing Date: July 11, 2003	)	
	)	
For: Method of Providing Customized	)	
Coupon Cards	)	Docket No. 14877.0002
	)	

---

5

**RESPONSE TO OFFICE ACTION DATED DECEMBER 31, 2007**

Please amend the above referenced application as follows:

Please substitute the amended claims below for those pending claims having the same number.

- 10 Claim 1 (Previously Presented): A method of providing a customized compilation of discount purchase offers to a user, the method comprising the steps of :
- a) collecting one or more discount purchase offers from a merchant;
  - b) assimilating the collected discount purchase offers into an offer database;
  - c) allowing the user to select one or more desired offers from the offer database;
  - 15 d) allowing the user to select a medium for display and storage of the compilation of discount purchase offers;
  - e) delivering the customized compilation of discount purchase offers, as embedded upon the selected medium, to the user.